BBG Research Series

Broadcasting Board of Governors

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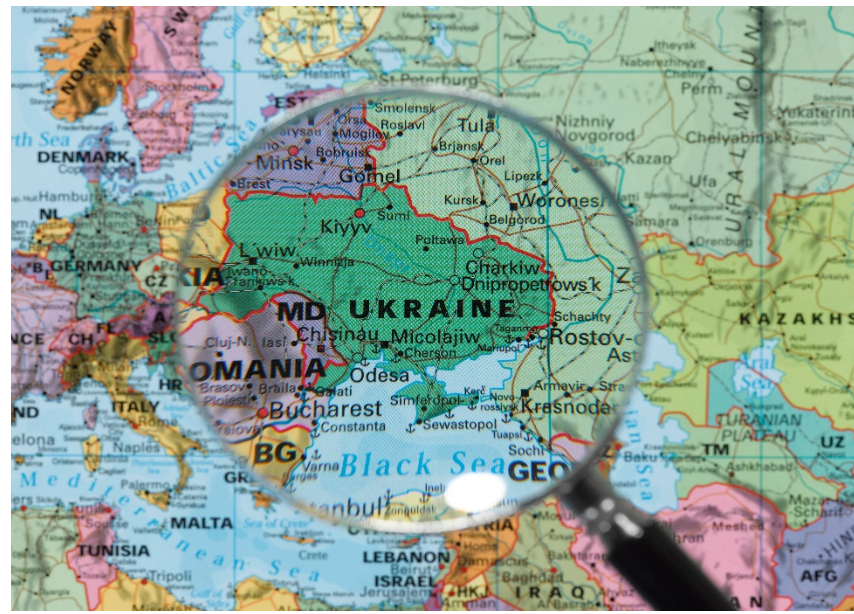
Newsgathering and Policy Perceptions in Ukraine

Media and News During the Crisis in Ukraine

Trends and Patterns

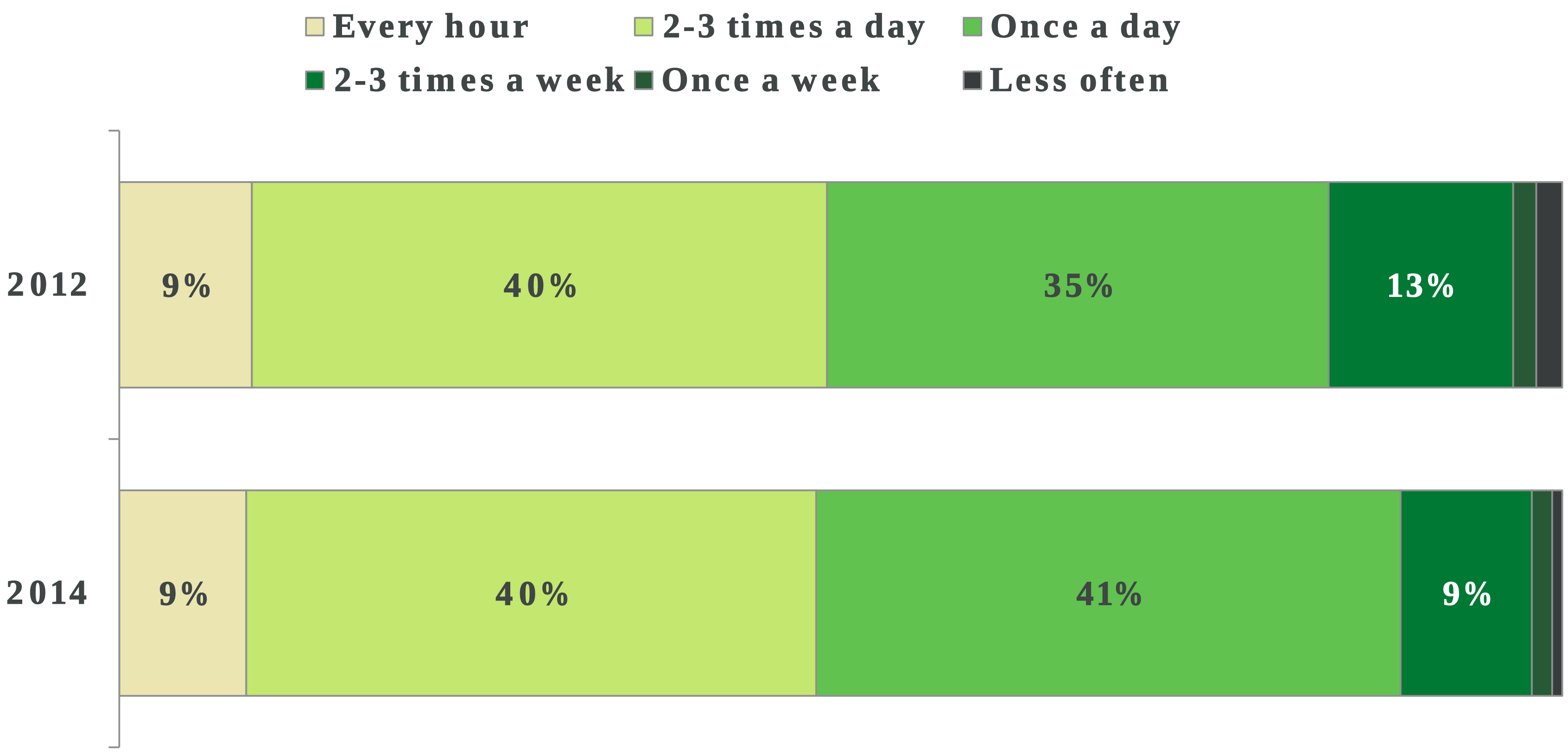
Ukraine Media Survey Methodology

- National probability sample of 1,400 adults (aged 15 and older)
- An additional sample of 500 adults living in Crimea
- Mode: face-to-face
- Languages: Ukrainian & Russian
- Fieldwork date: April 2014



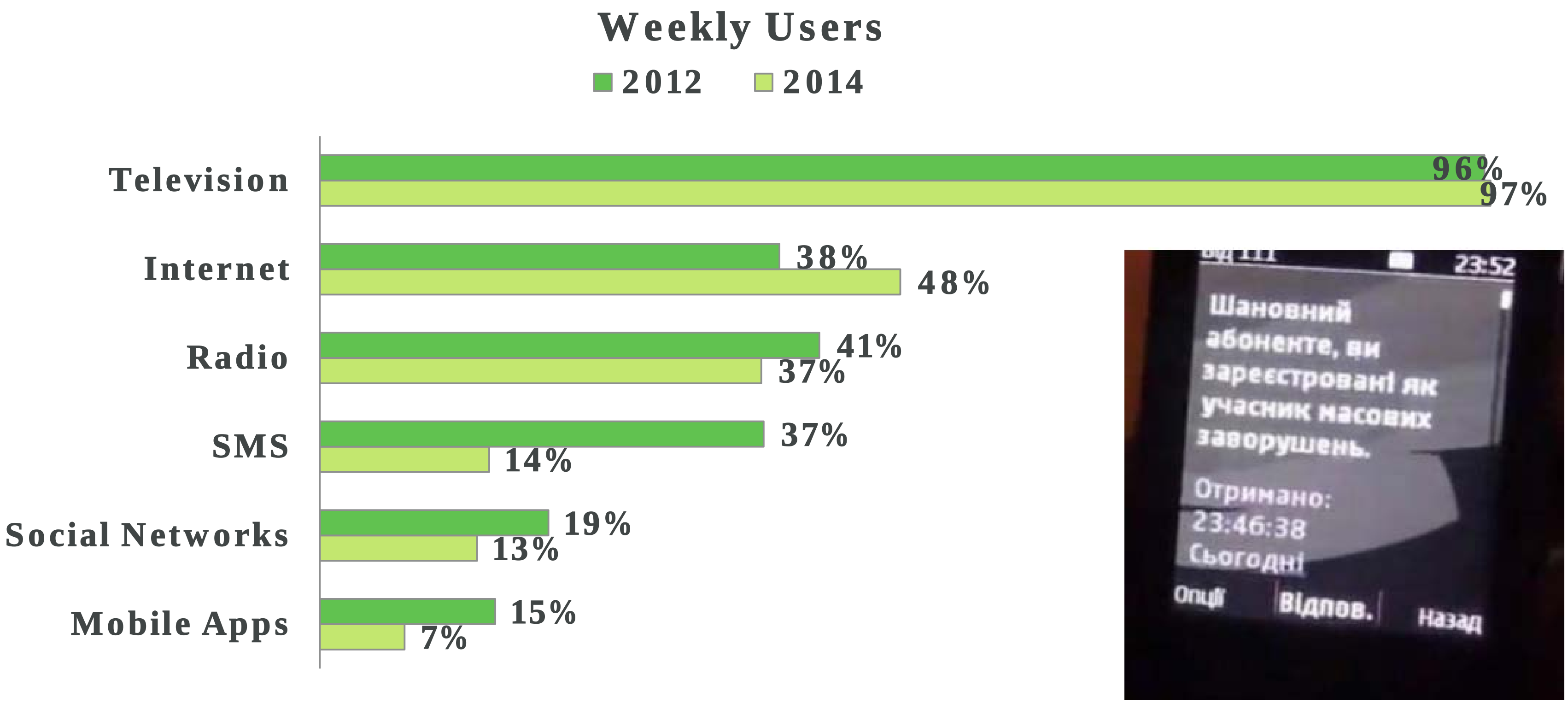
Ukrainians Only Slightly More Active in News Seeking

How often do you access any kind of news?



Weekly Use of Media for News in October 2012 and April 2014

People get news from many different sources. For each one of the sources I mention, please tell me whether you use that source to get news daily or most days per week, at least once a week…

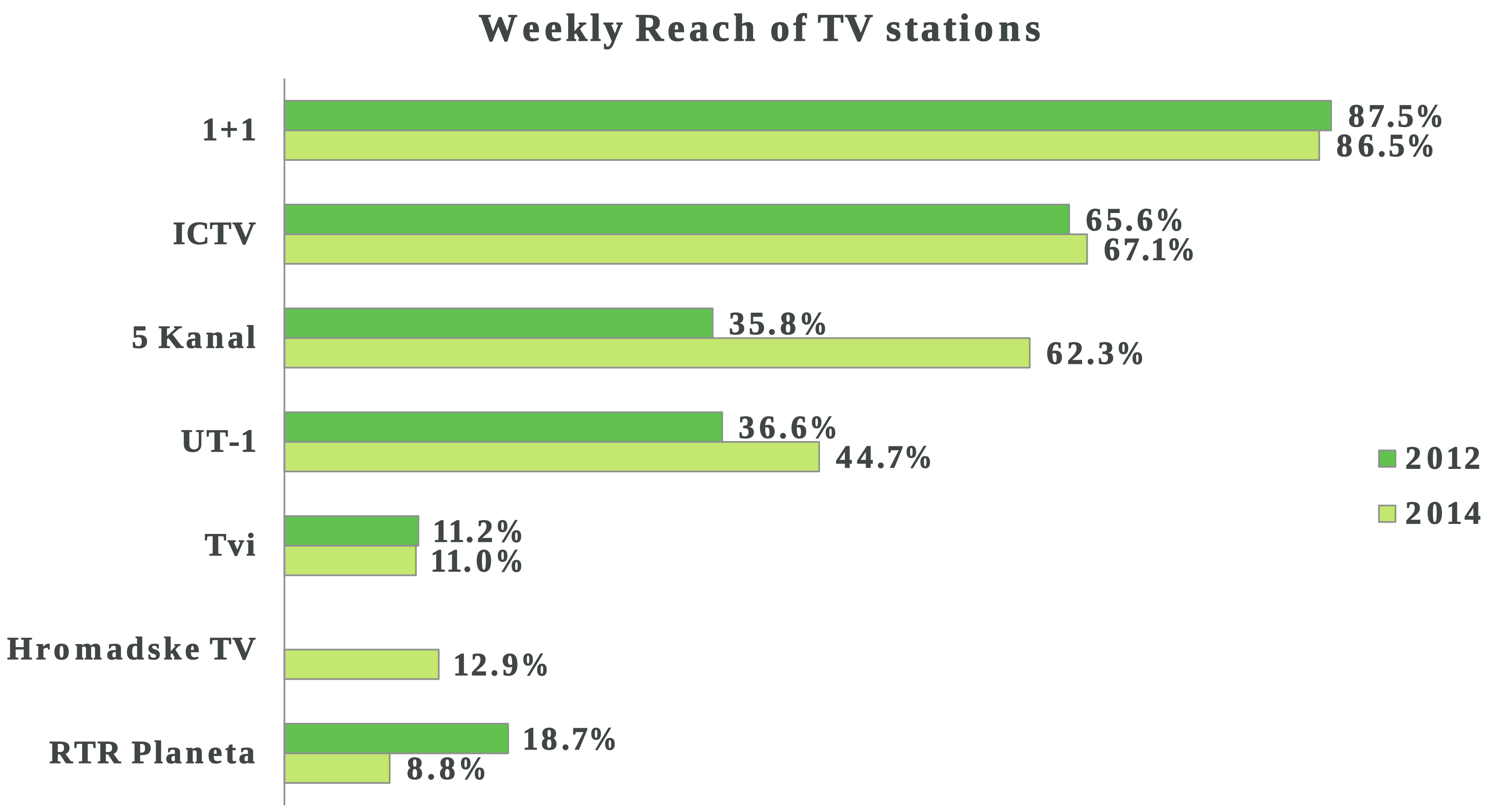


Top Sources of Information Similar Across Ukraine

Total Ukraine 2012	Total Ukraine 2014
1+1 (54%)	1+1 (47%)
Inter (49%)	Inter (21%)
STB (22%)	5 KANAL (20%)
ICTV (18 %)	ICTV (16%)
5 KANAL (17%)	STB (14%)

Only one in 10 Ukrainians outside Crimea say that the cessation in broadcasting of some Russian TV channels has changed their newsgathering habits.

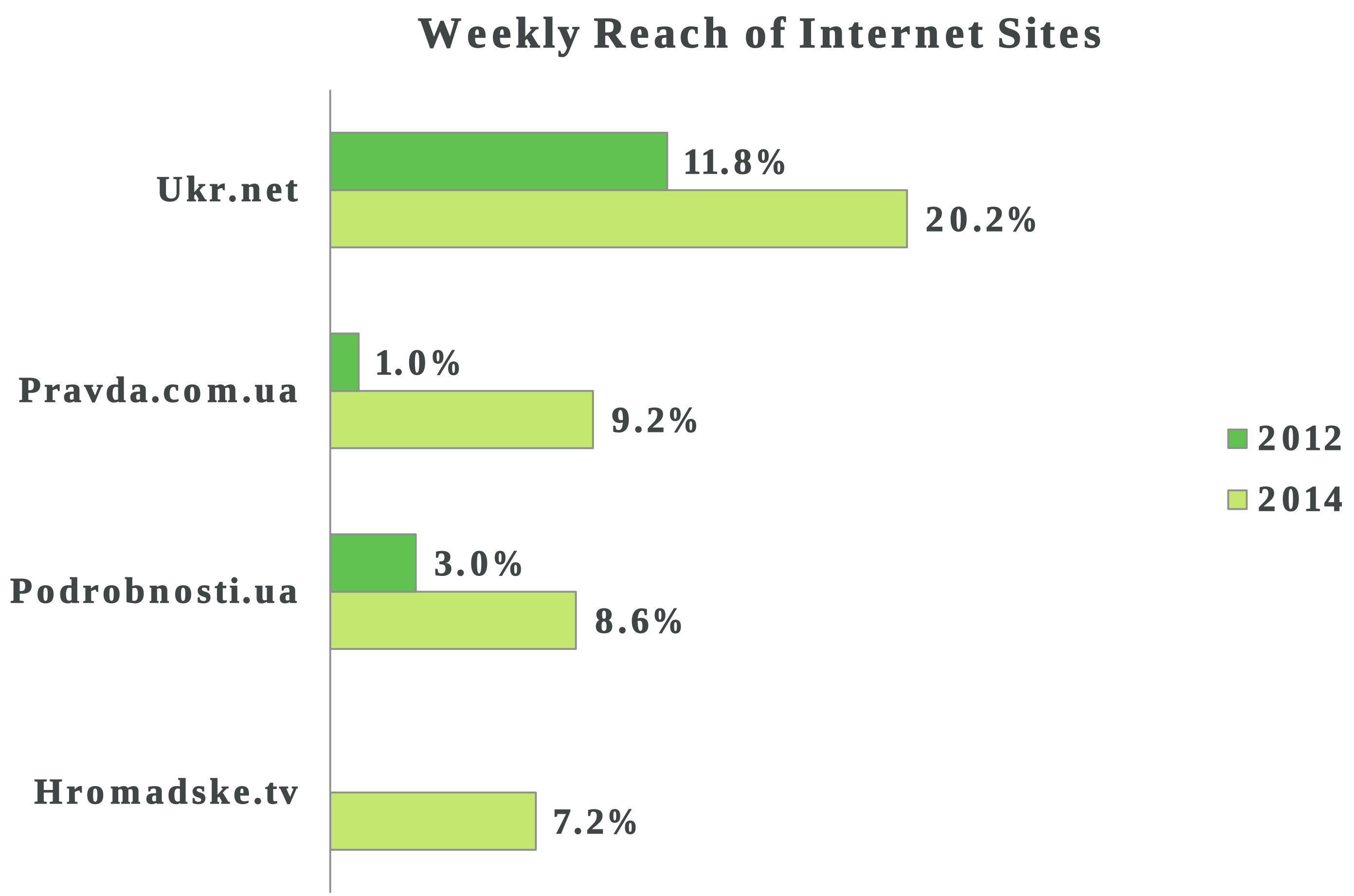
Some Change in Reach of Specific Sources – 5 Kanal's Nearly Doubles



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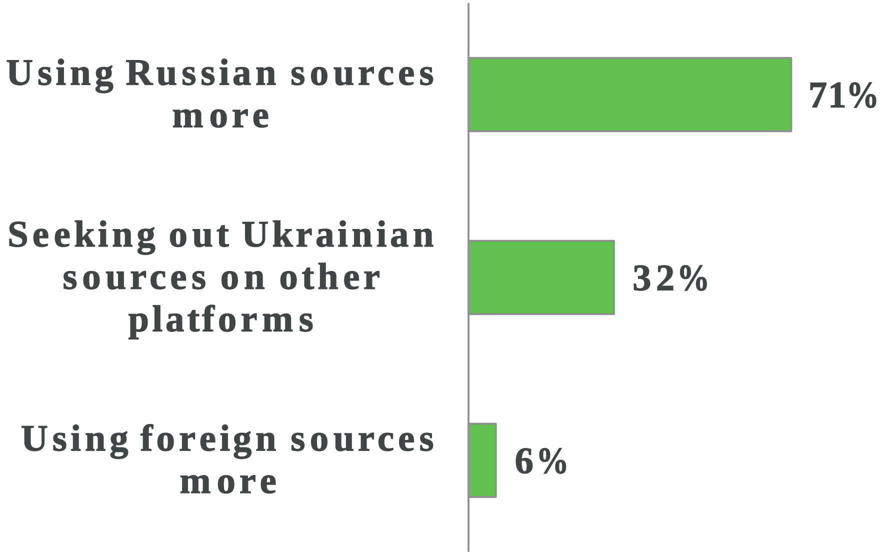
Some Change in Reach of Specific Sources – Major News Sites Saw Growth



Crimeans Say Loss Of Ukrainian TV Channels Had No Effect

- Fewer than two in 10 respondents in Crimea (19%) said that the cessation of broadcasting of some Ukrainian TV channels changed their newsgathering habits.
  - Most are using Russian sources more

How has the cessation of broadcasting of Ukrainian TV channels changed your newsgathering habits?
(among those whose habits changed)



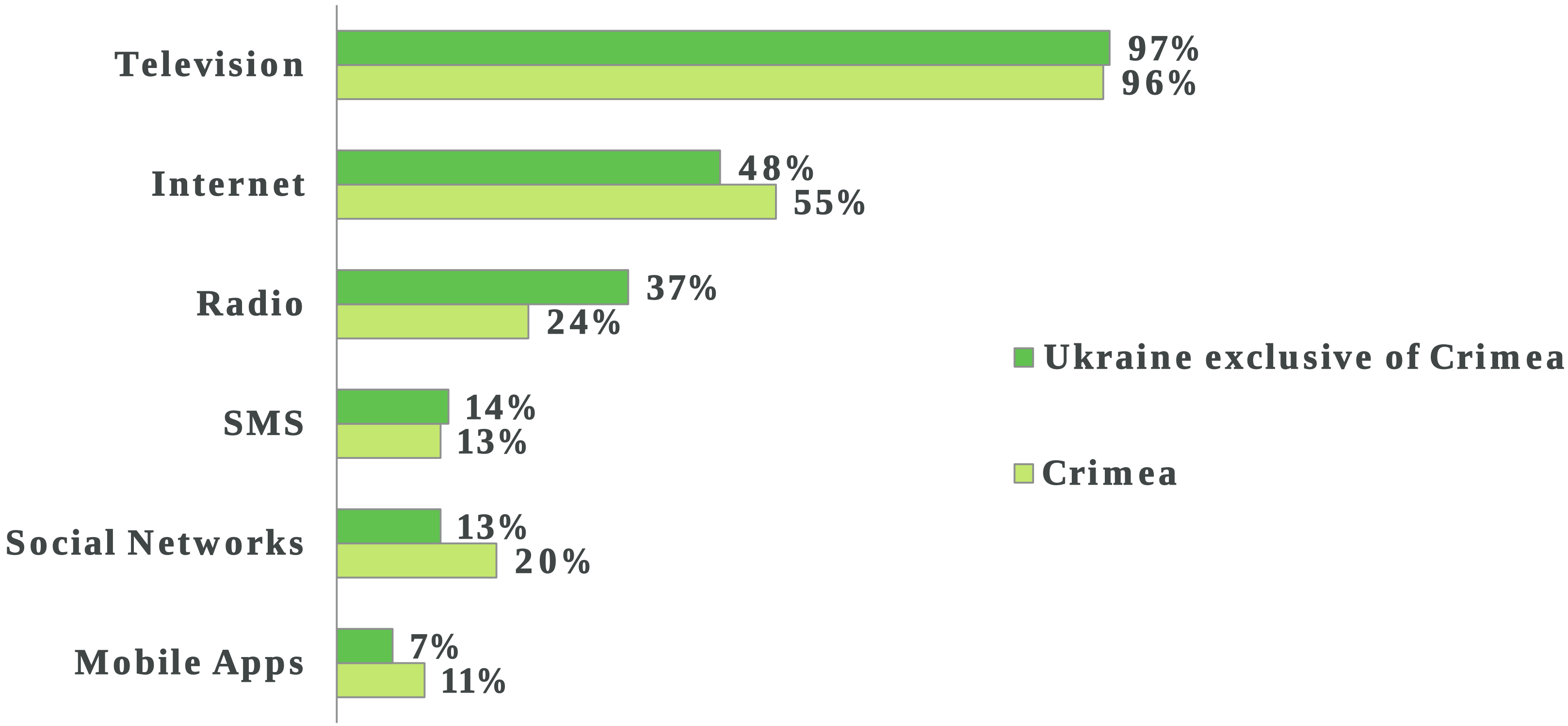
Top Sources in Crimea Changed Dramatically from 2012

- All top sources in 2012 were Ukrainian, while in 2014 all five top sources were Russia-based, including social network Vkontakte.

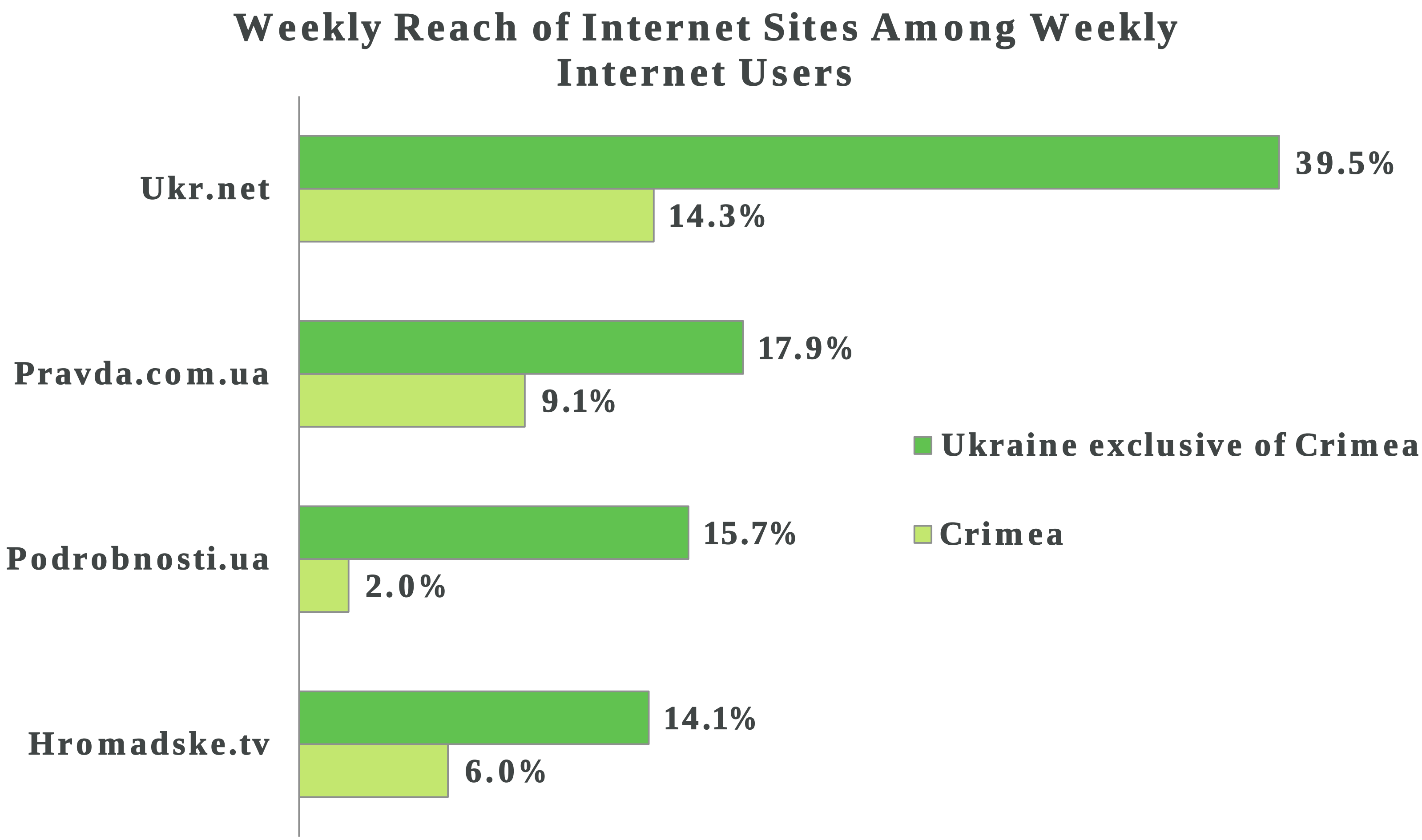
Crimea 2012	Crimea 2014
Inter (53%)	Rossiya 24 (33%)
1+1 (29%)	NTV (23%)
STB (20%)	ORT (22%)
TRC Ukraine (18%)	RTR (15%)
ICTV (14%)	Vkontakte (12%)

Differences in Platforms for News Between Crimea and Ukraine

People get news from many different sources. For each one of the sources I mention, please tell me whether you use that source to get news daily or most days per week, at least once a week…



Crimeans Visit Top Ukrainian Sites Less Often



Language Skills and Preferences for News

- **Almost everyone** in Ukraine* can understand most of a newscast in Ukrainian and in Russian.

- **87%** of ethnic Ukrainians can understand all of a newscast in Russian.

- **67%** of ethnic Russians can understand all of a newscast in Ukrainian.

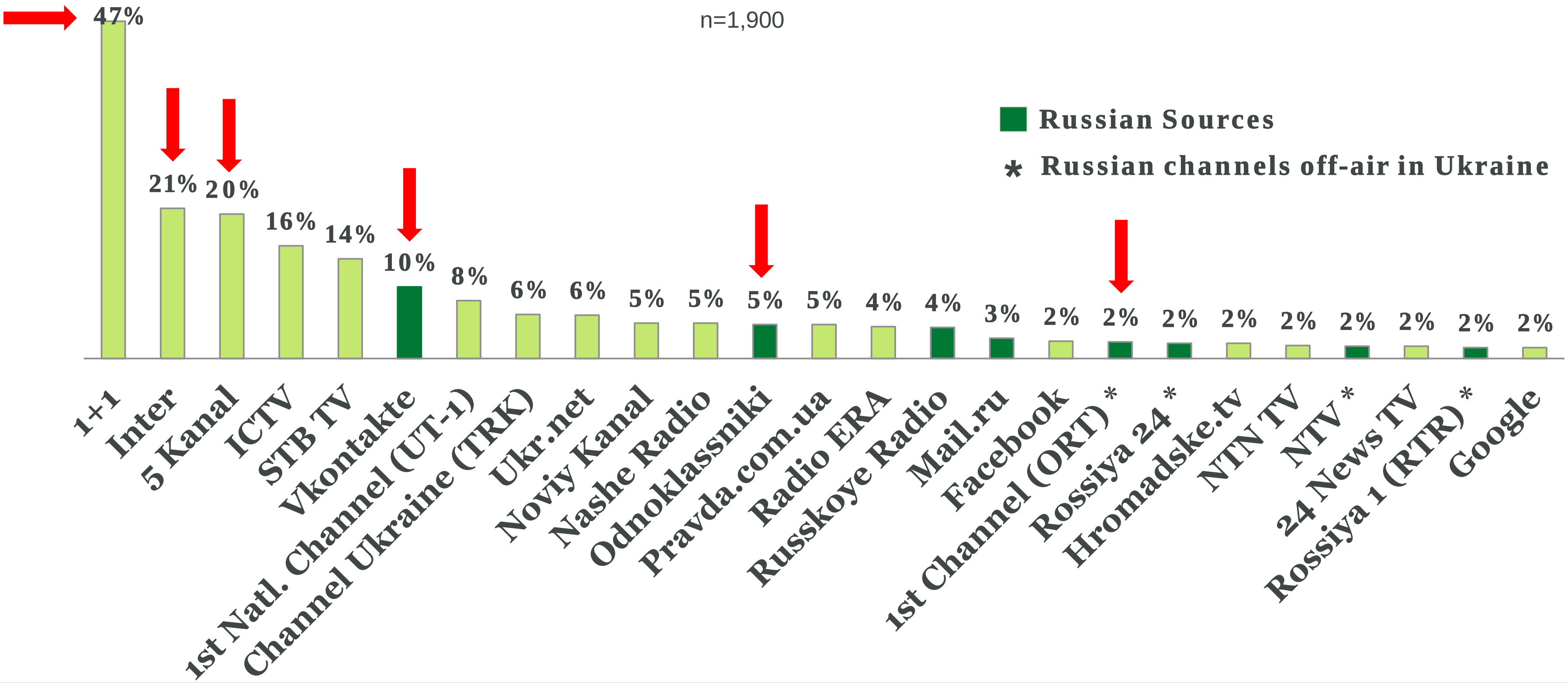
- The **93%** of adults who discuss or share news weekly with family or friends were asked in which languages they preferred to follow news—

- Of these, **83%** overall, **84%** of ethnic Ukrainians and **74%** of ethnic Russians name both Ukrainian and Russian as preferred languages for newsgathering.

*** (Based on all adults in Ukraine, exclusive of Crimea)**

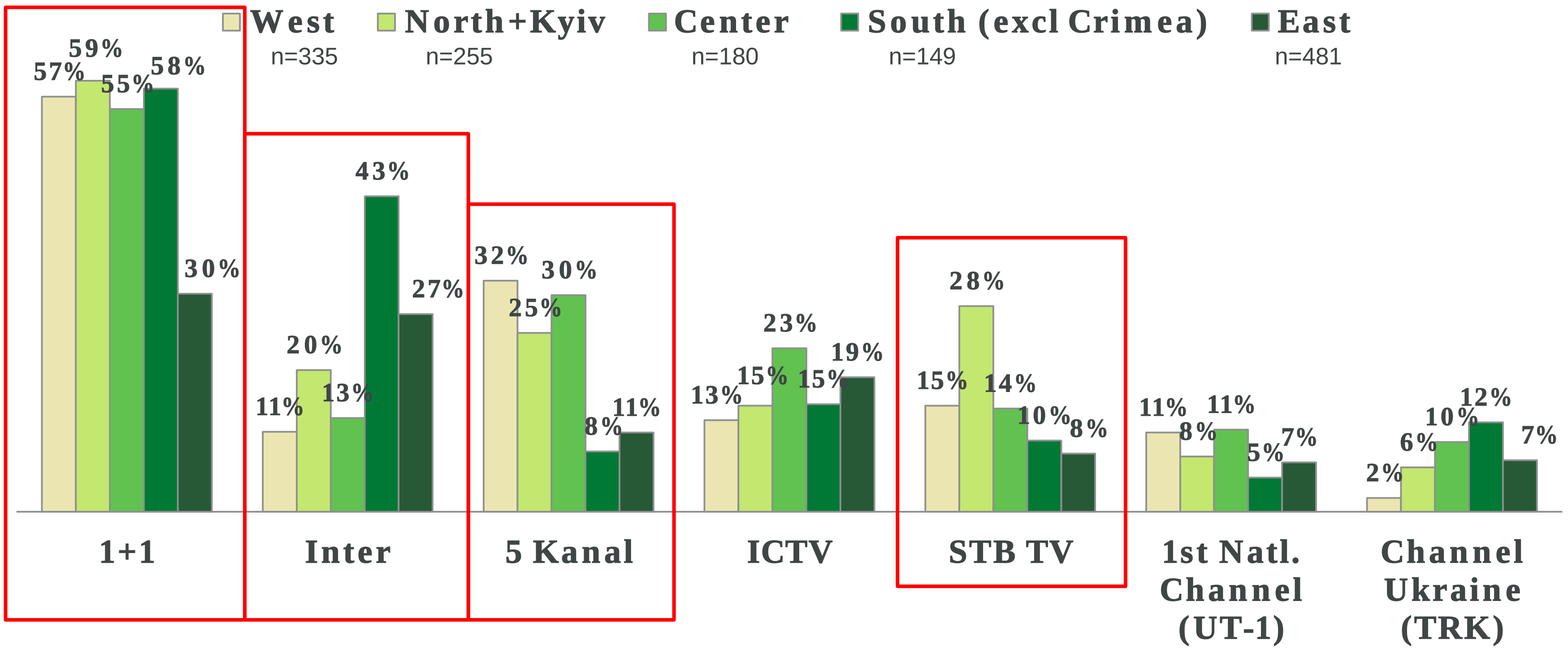
Top News Sources for Ukrainians

Please think about all of the television stations, radio stations, newspapers, magazines, or Internet sites you use to get news about current events. Which stations, publications, or sites are your three MOST important sources of information? Percent of adults (including Crimea) mentioning each source.



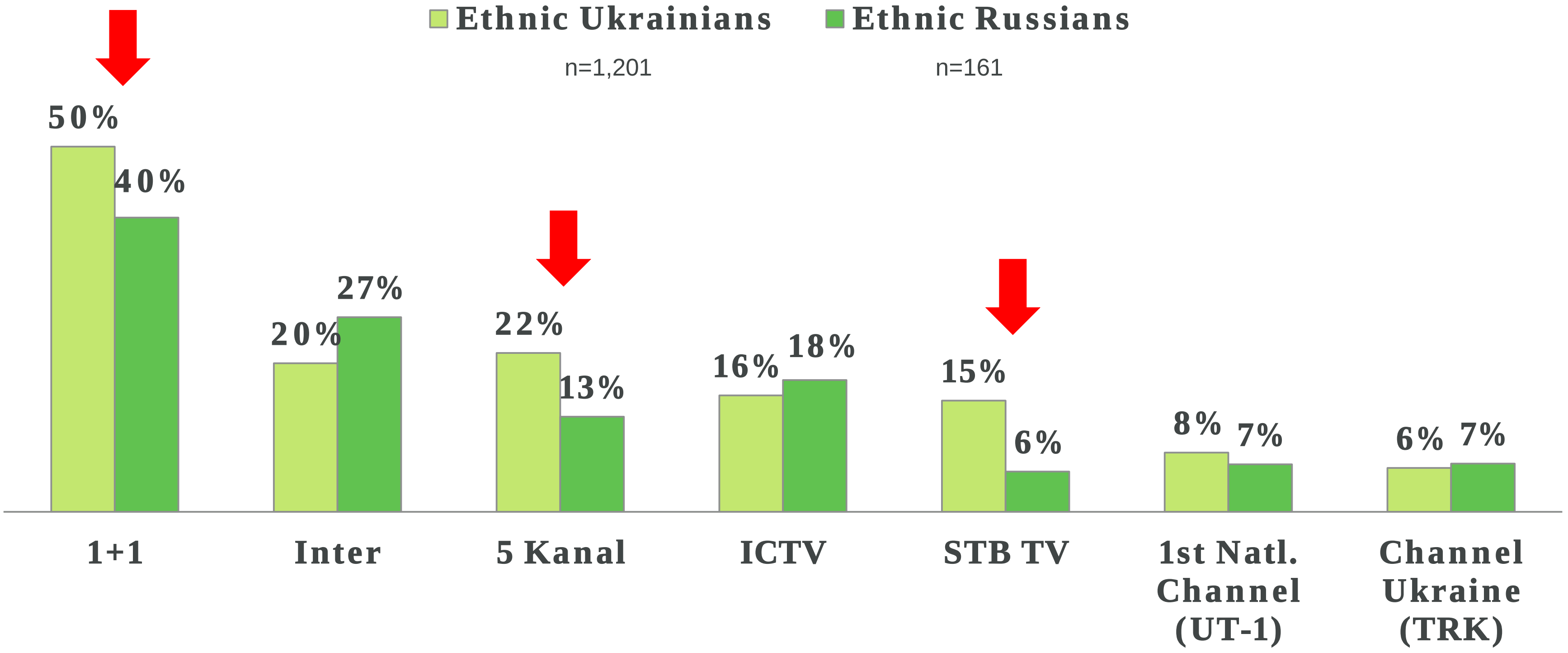
Top TV News Sources by Region

Please think about all of the television stations, radio stations, newspapers, magazines, or Internet sites you use to get news about current events. Which stations, publications, or sites are your three MOST important sources of information? Percent of in each region mentioning each source.



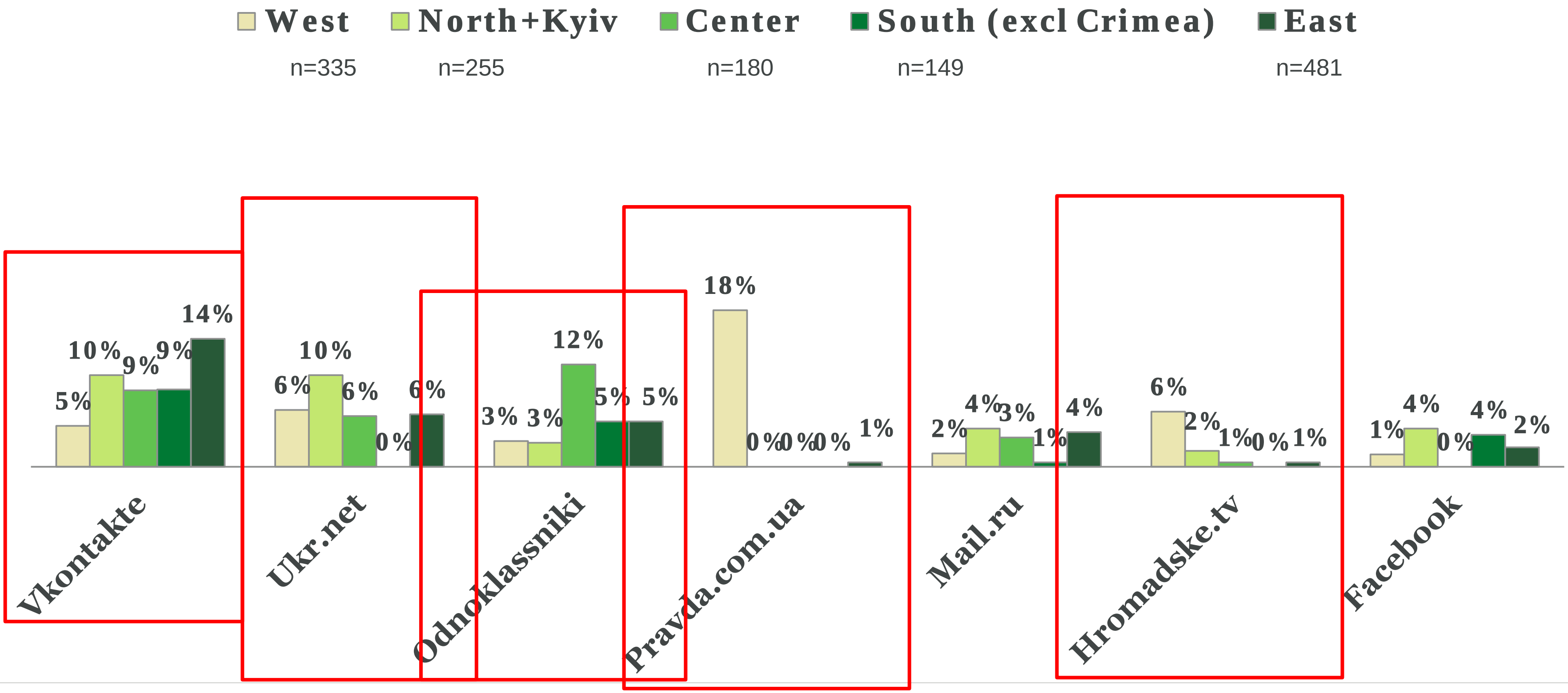
Top TV News Sources by Ethnicity

Please think about all of the television stations, radio stations, newspapers, magazines, or Internet sites you use to get news about current events. Which stations, publications, or sites are your three MOST important sources of information? Percent of in each ethnic group mentioning each source.



Top Online News Sources by Region

Please think about all of the television stations, radio stations, newspapers, magazines, or Internet sites you use to get news about current events. Which stations, publications, or sites are your three MOST important sources of information? Percent of in each region mentioning each source

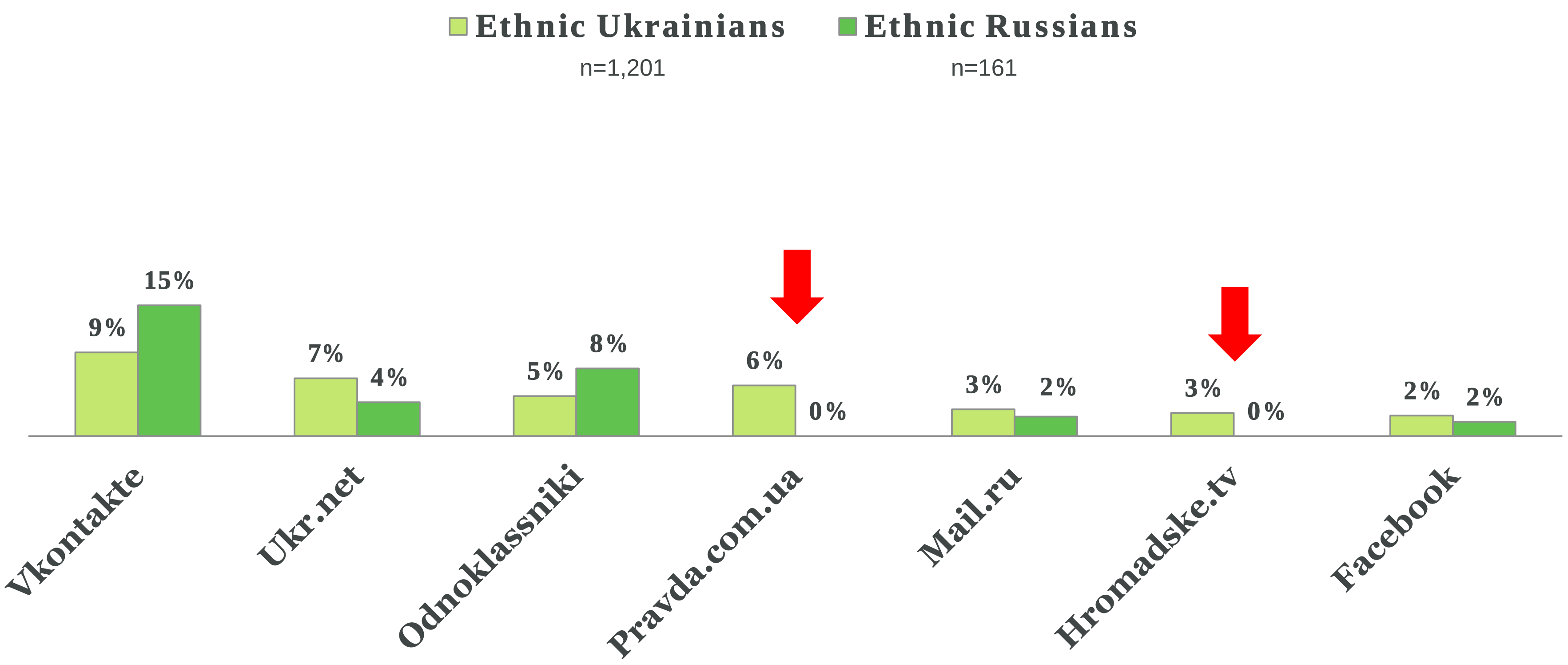


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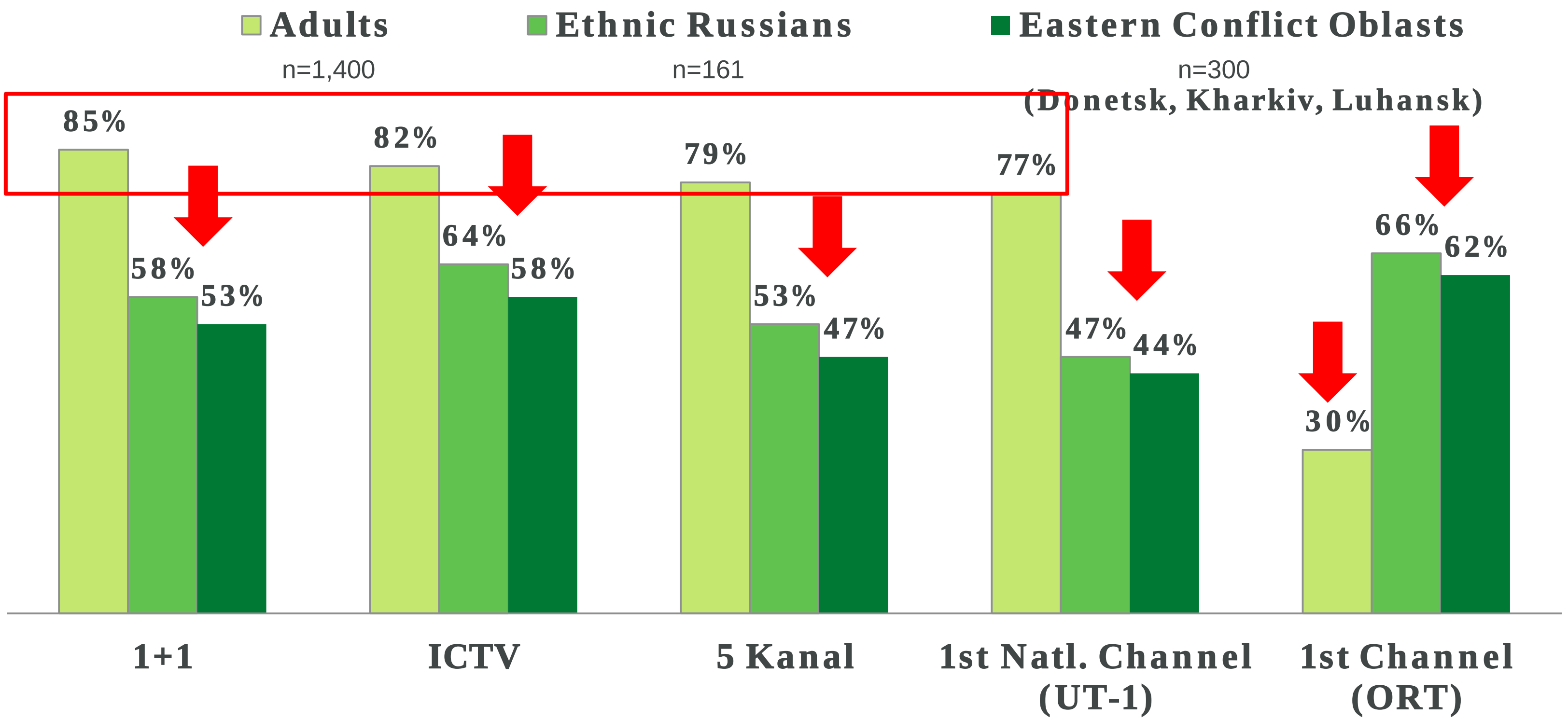
Top Online News Sources by Ethnicity

Please think about all of the television stations, radio stations, newspapers, magazines, or Internet sites you use to get news about current events. Which stations, publications, or sites are your three MOST important sources of information? Percent of in each group mentioning each source



Trust in News from Major TV Channels

How much do you trust the news and information from each of the following sources? Percent of respondents in each group giving a valid answer who said “trust it a great deal” or “trust it somewhat.” (*Don’t know/Refused excluded from base; Ukraine exclusive of Crimea*) Percent of in each group mentioning each source



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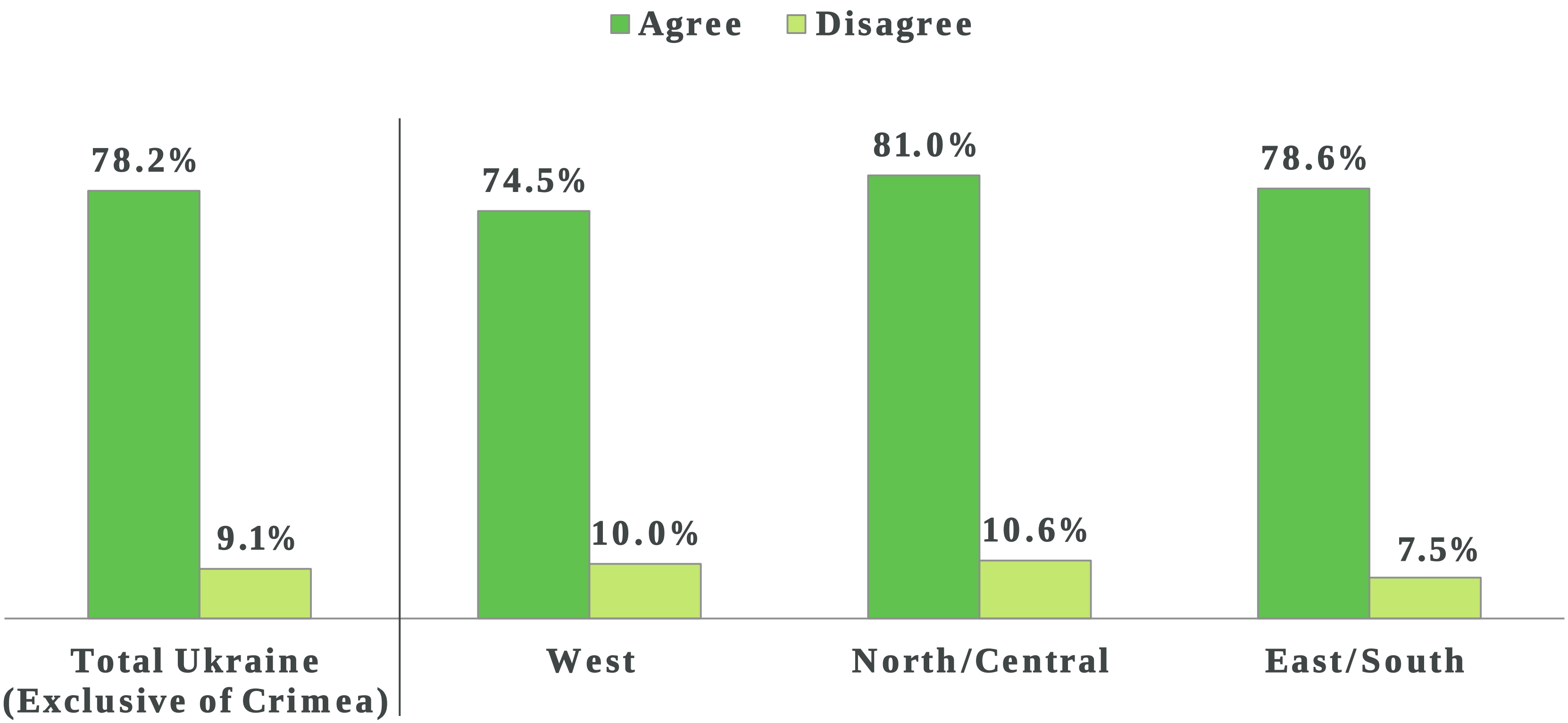
Media Landscape Summary

- Use of Ukrainian vs. Russian in news content is not important for the vast majority of adults; trust in content is key to reliance on sources.
- Ukrainian TV channels remain the top news sources for adults across ethnic groups and regions (other than Crimea), and offer news trusted by large majorities overall, and by over half of ethnic Russians.
- 5 Kanal's weekly reach has surged closer to those of top channels, but is a top news source for fewer in the south and, as with 1+1, in the East.
- Will the rise of Vkontakte, ukr.net, Ukrainska Pravda, Hromadske.tv and other digital media as top news sources continue?
- Will major changes in the media Crimeans use for news last? Will other websites follow VKontakte into the list of top sources there?

Views of the Political Crisis in Ukraine

Opposition to Foreign Involvement in Decisions About Ukraine's Future

Please tell me if you agree or disagree: No government outside of Ukraine has a right to be involved in decisions about the country's future. [Asked of non-Crimeans only]

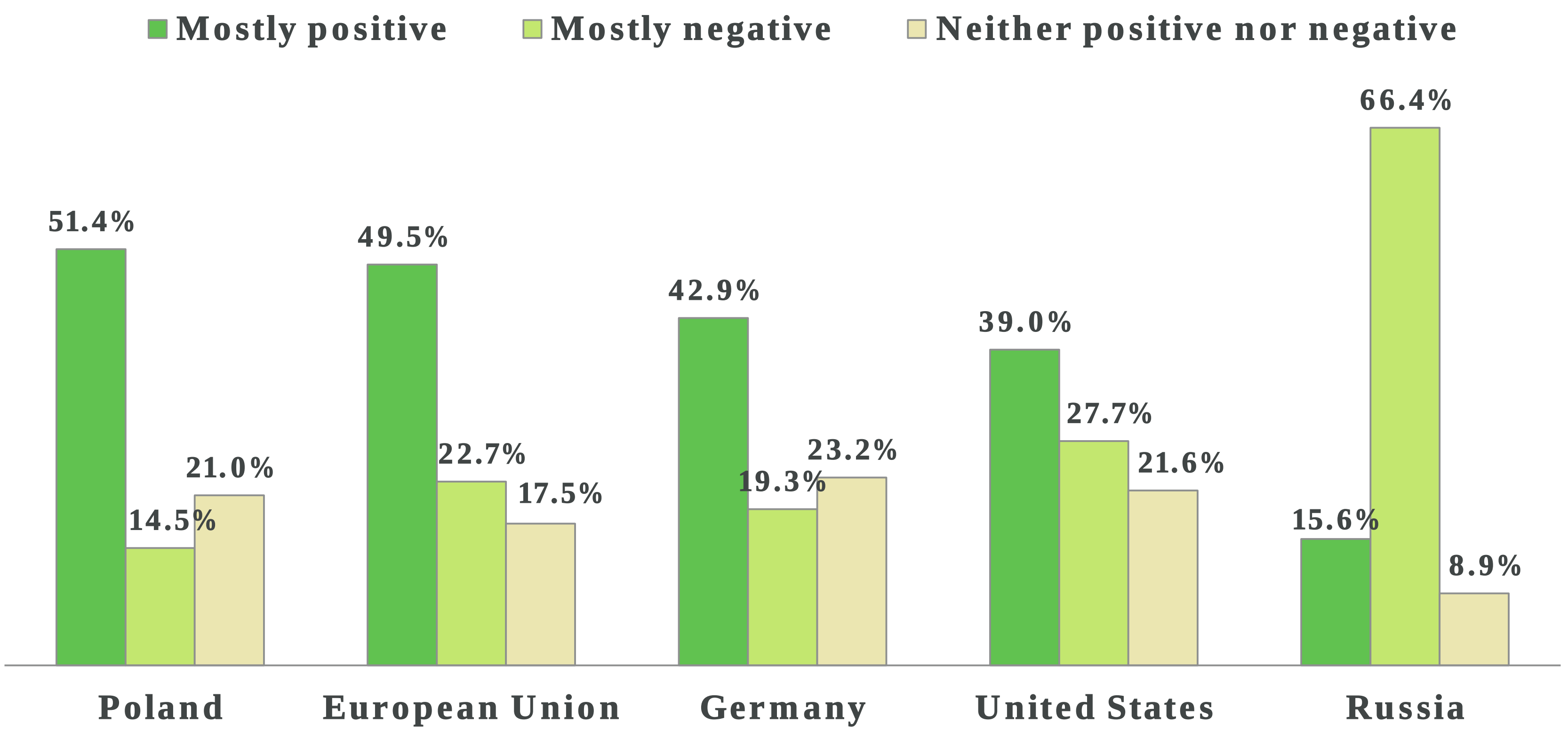


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Views of Foreign Parties' Role in the Crisis – Ukrainian Residents Exclusive of Crimea

For each of the countries and organizations I mention, tell me whether you think it has played a mostly positive role or a mostly negative role in the crisis in Ukraine.

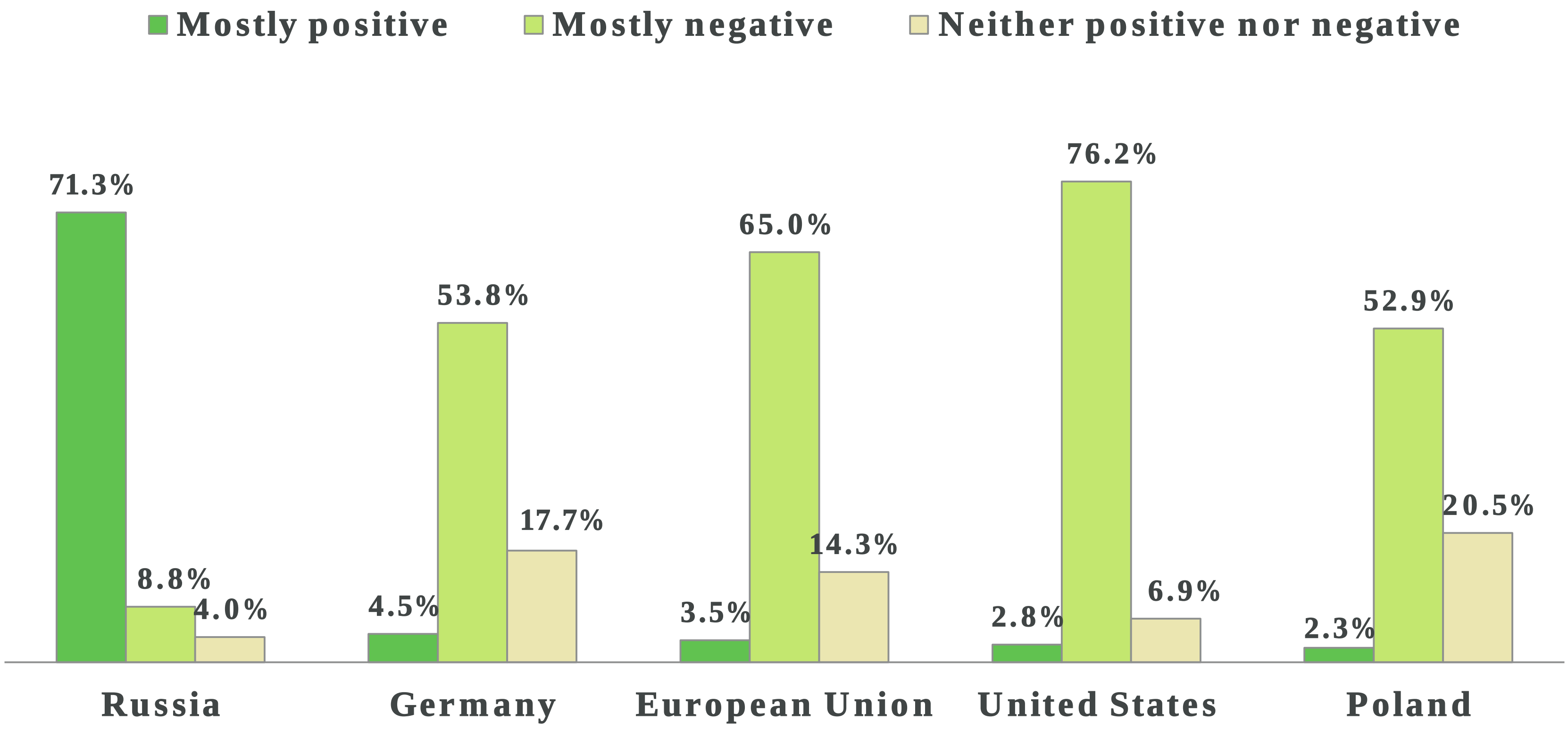


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Views of Foreign Parties' Role in the Crisis – Crimea

For each of the countries and organizations I mention, tell me whether you think it has played a mostly positive role or a mostly negative role in the crisis in Ukraine.

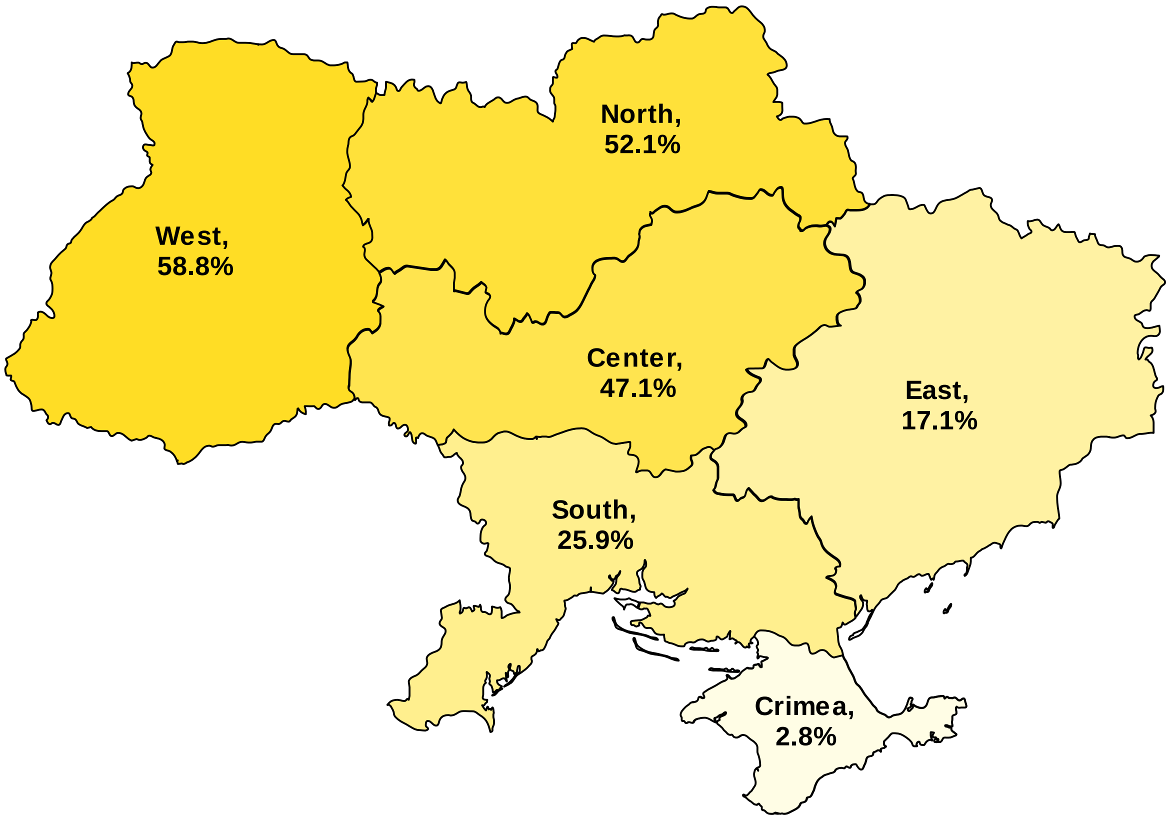


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Favorability Toward United States' Role in Crisis

Tell me whether you think the ***United States*** *has played a mostly positive role or a mostly negative role in the crisis in Ukraine.* **Percent 'mostly positive'**

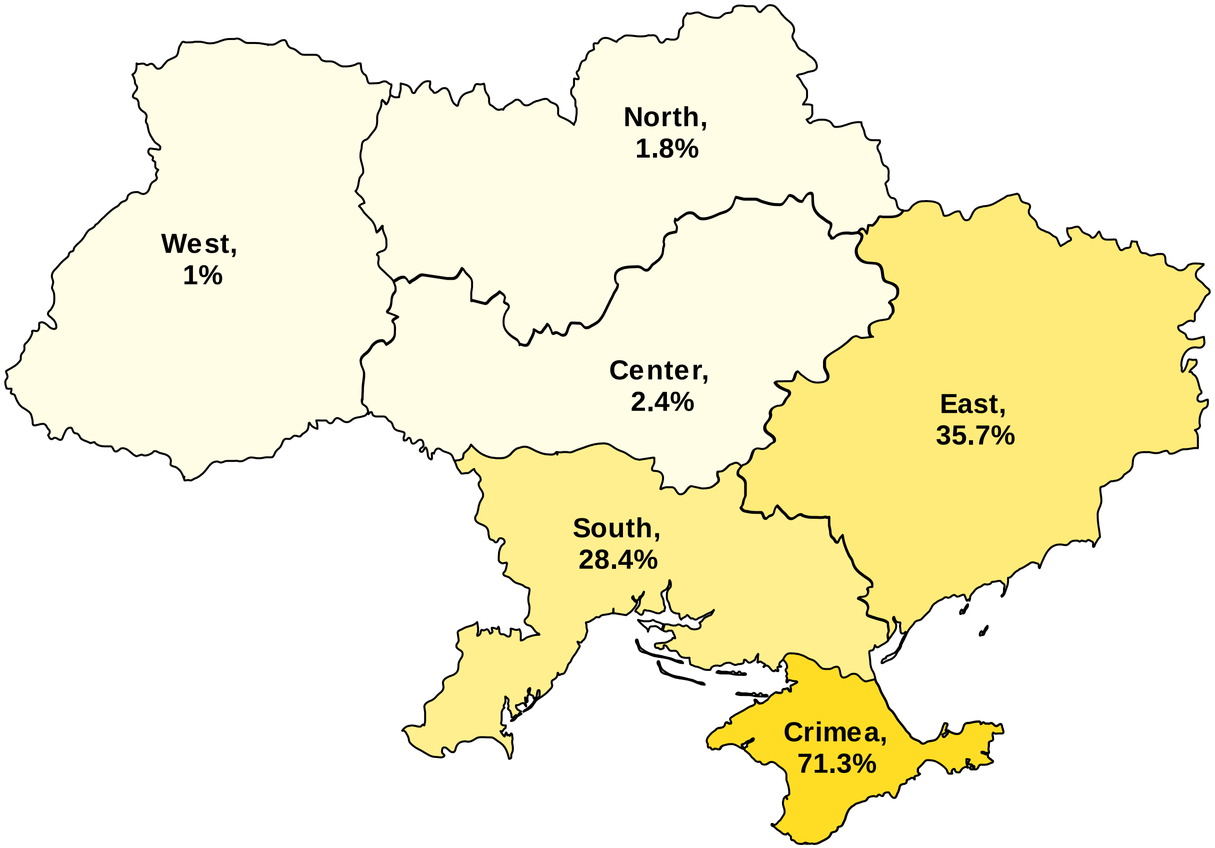


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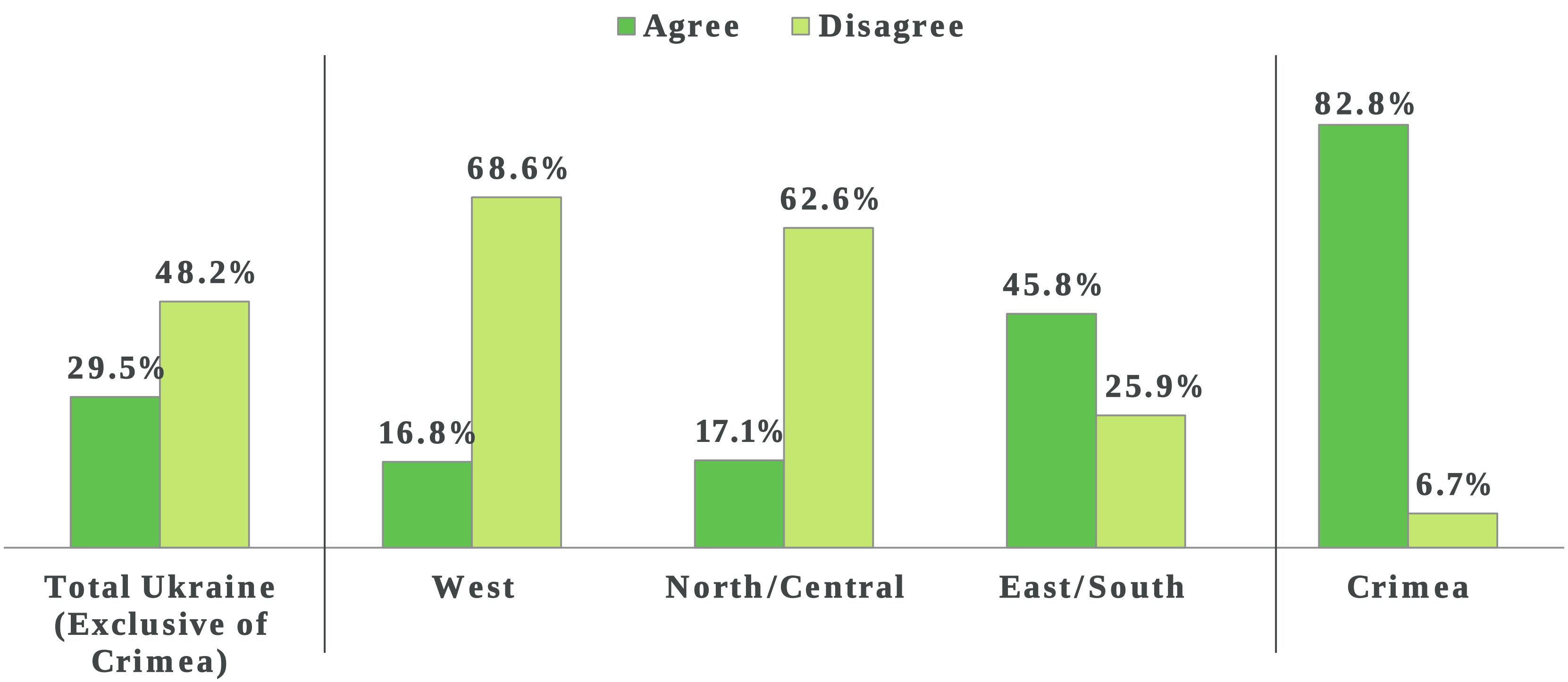
Favorability Toward Russia's Role in Crisis

Tell me whether you think ***Russia*** *has played a mostly positive role or a mostly negative role in the crisis in Ukraine.* **Percent 'mostly positive'**



Perceived Legitimacy of March 16 Crimean Referendum

Please tell me if you agree or disagree: The results of the referendum on Crimea's status likely reflect the views of most people there/here.

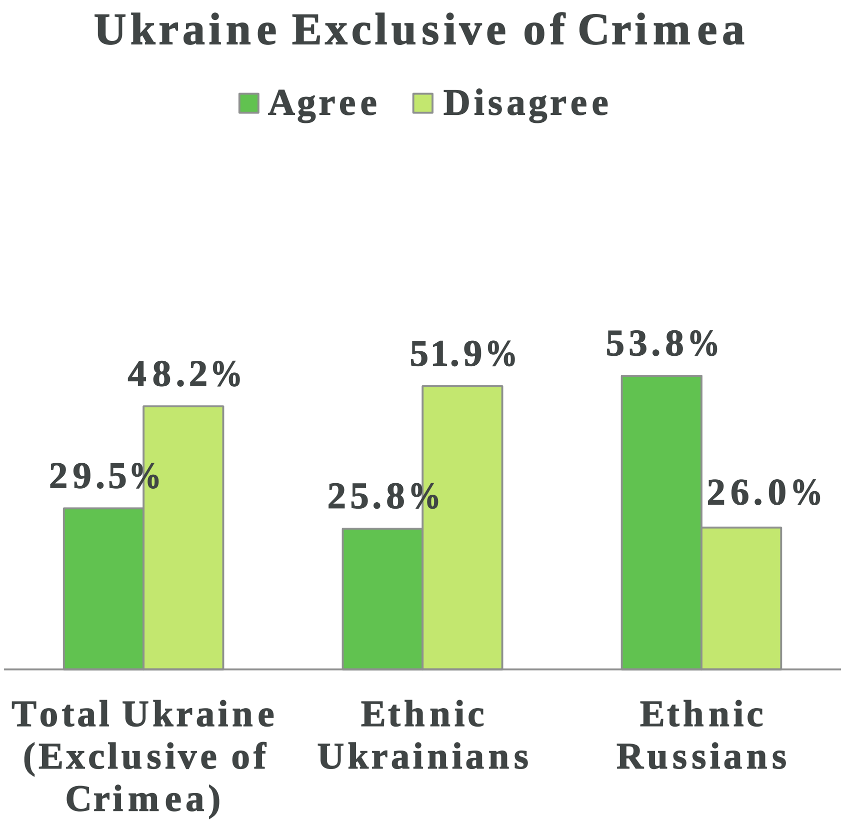


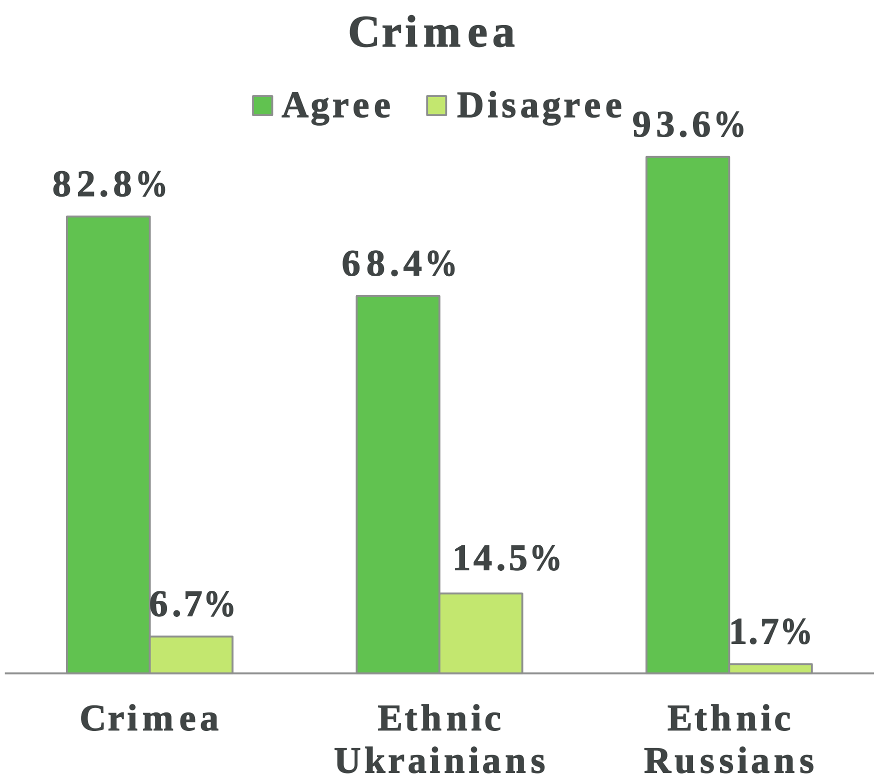
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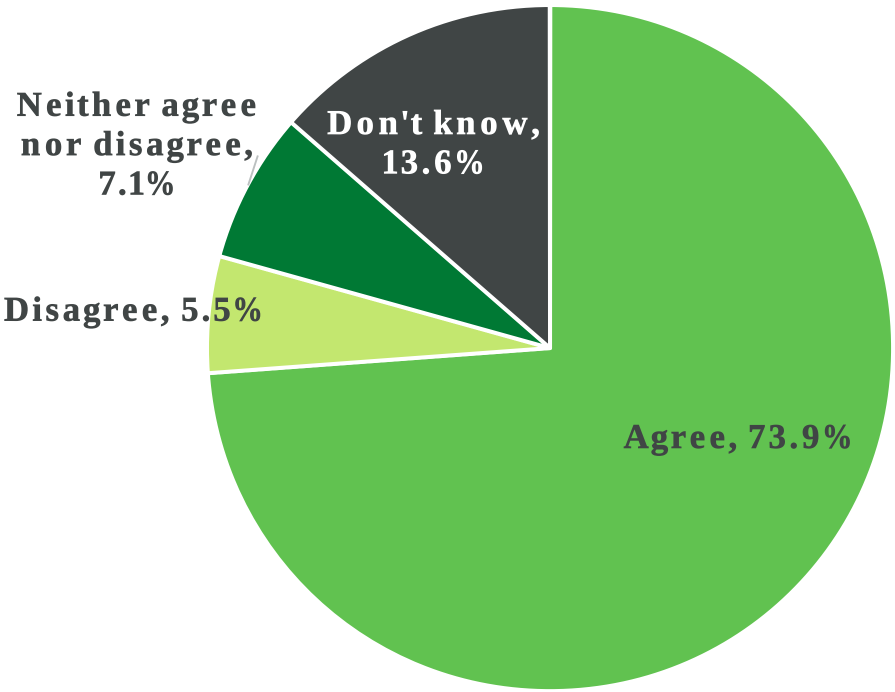
Please tell me if you agree or disagree: The results of the referendum on Crimea's status likely reflect the views of most people there.





Most Crimeans Say Life Would be Better as Part of Russia

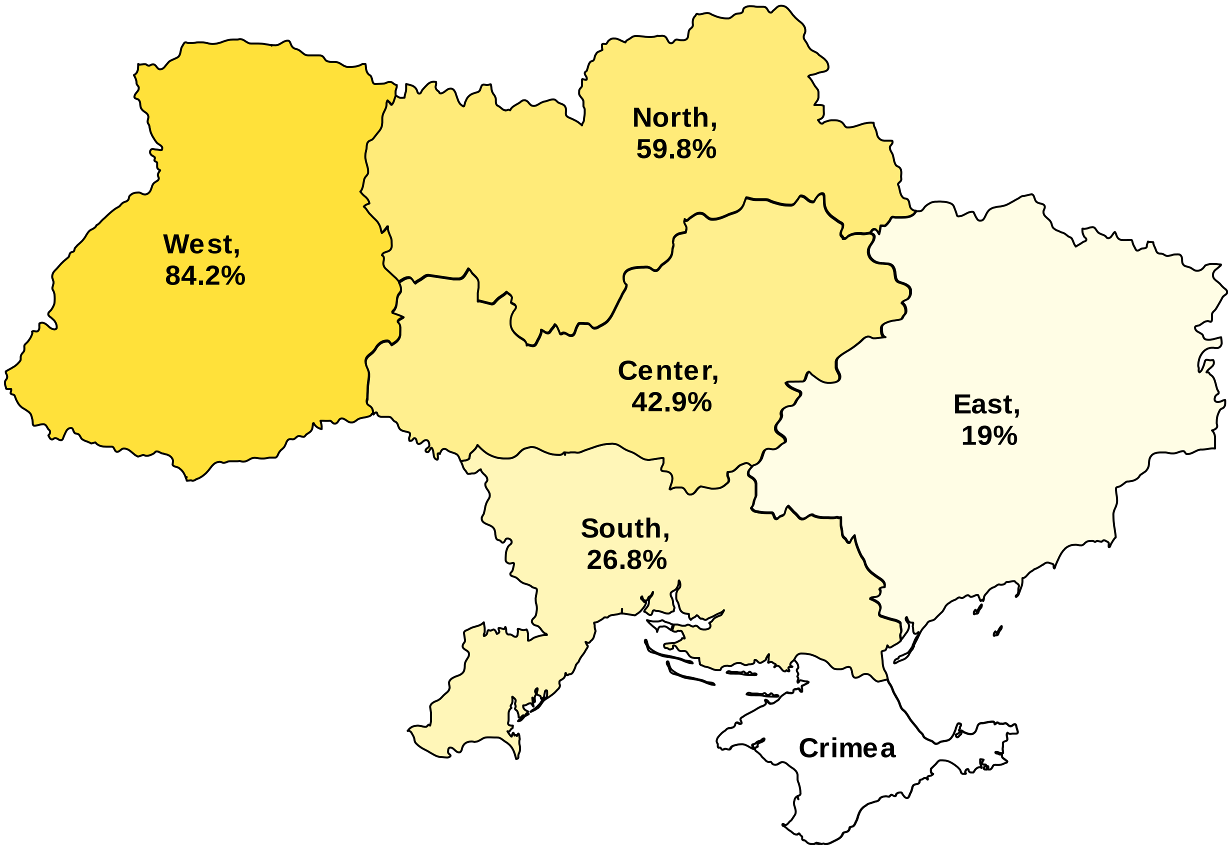
Please tell me if you agree or disagree: Crimea's becoming part of Russia will make life better for me and my family. [Asked of Crimeans only]



- 59.3% of Ethnic Ukrainians agree
- 83.5% of Ethnic Russians agree

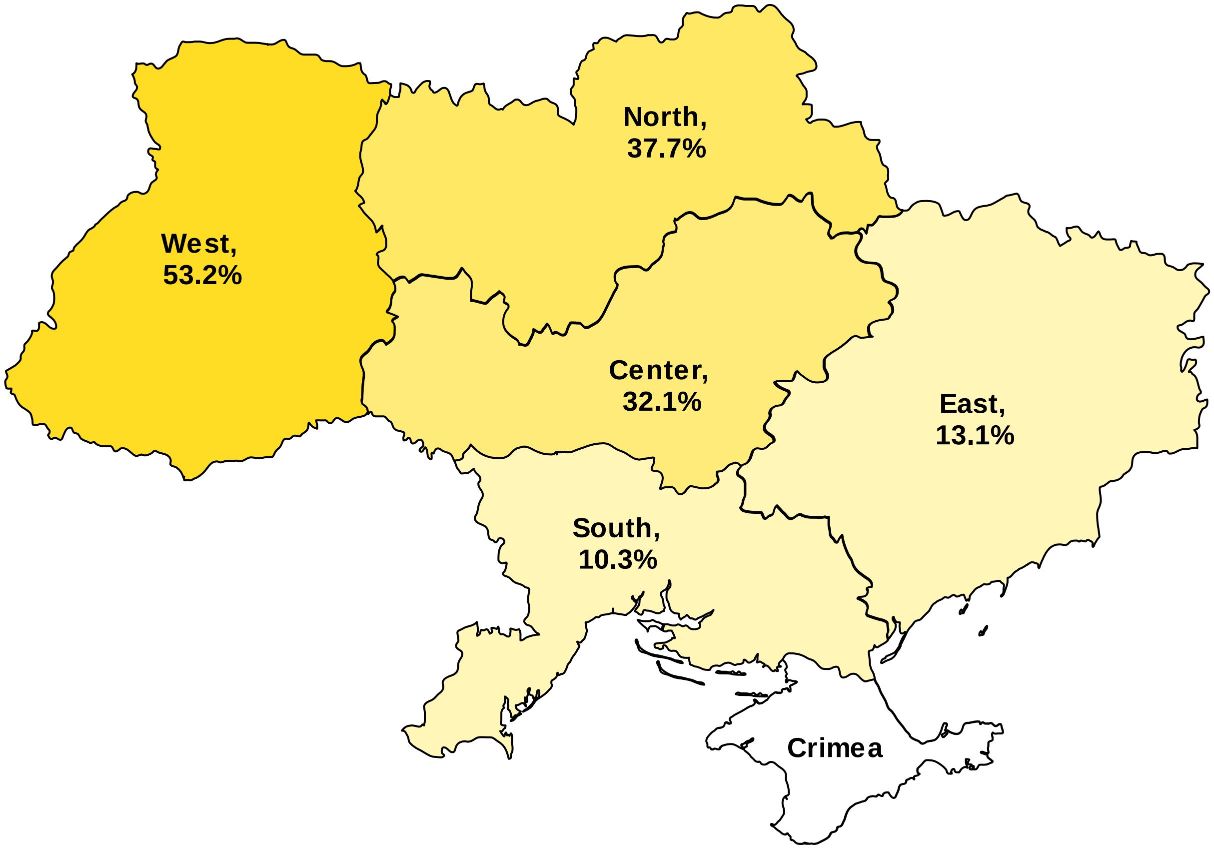
Support for Joining the E.U.

Please tell me if you agree or disagree: Ukraine should join the ***European Union****.*
[Asked of non-Crimeans only] **Percent 'agree'**



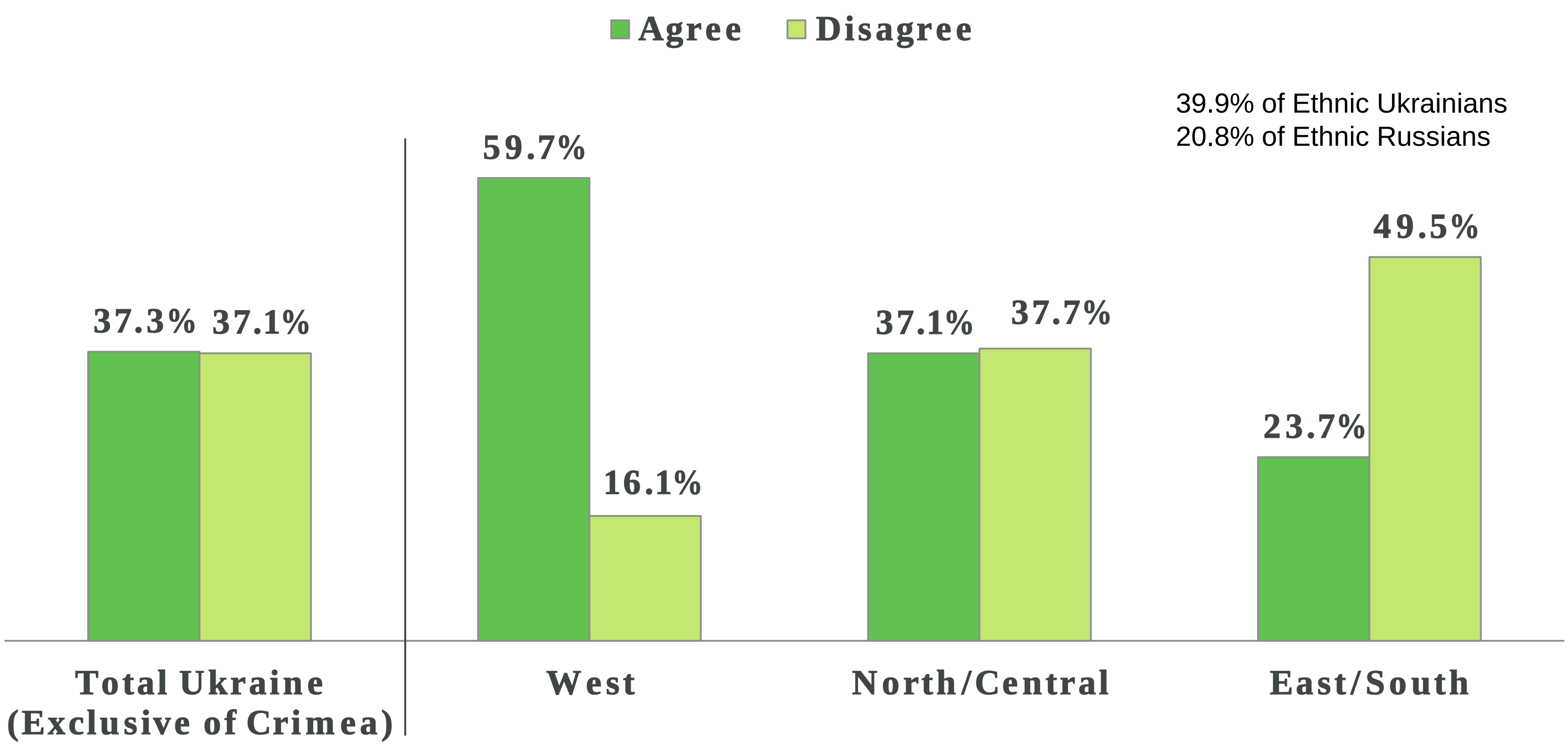
Support for Pursuing NATO Integration

Please tell me if you agree or disagree: Ukraine should return to the course of ***NATO*** *integration.* [Asked of non-Crimeans only] **Percent 'agree'**



Support for Economic Reform

Please tell me if you agree or disagree: I would support economic reform even if it meant a decline in my standard of living for one or two years. [Asked of non-Crimeans only]



Closing Thoughts

- Ukrainians want the freedom to make their own decisions without foreign involvement.

- Main differences in attitudes are by region and ethnicity.

- No major difference by education or by rural/urban.

- Uniting the country is important for the new president.

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